

CONTRACT



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WCPO
1720 Gilbert Ave.
Cincinnati, OH 45202
(513)721-9900

And:

Media Advantage LLC
3931 S Sherwood Forrest Blvd
Baton Rouge, LA 70817

Contract / Revision 287414 /		Alt Order #
Product Winning Our Future		
Contract Dates 02/28/12 - 03/06/12	Estimate #	
Advertiser Winning Our Future		Original Date / Revision 02/27/12 / 02/27/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WCPO	Account Executive Daniel Baylog	Sales Office EWS - Washing
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCPO	02/28/12	03/02/12	M-F GMTS 5-6a	5-6a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				2	\$150.00			
N 2	WCPO	02/28/12	03/02/12	M-F GMTS 6-7a	6-7a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				1	\$400.00			
N 3	WCPO	02/28/12	03/05/12	M-F GMA 7-9am	7-9a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				2	\$400.00			
		Week: 03/05/12	03/11/12	M-----				1	\$400.00			
N 4	WCPO	02/28/12	03/02/12	Live with Regis and Kelly	M-F 9-10a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				2	\$300.00			
N 5	WCPO	02/28/12	03/02/12	M-F 12-1p News	12-1p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				2	\$400.00			
N 6	WCPO	02/28/12	03/02/12	M-F 5-530p News	5-530p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				1	\$1,000.00			
N 7	WCPO	02/28/12	03/02/12	M-F 530-6p News	528-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				1	\$1,000.00			
N 8	WCPO	02/28/12	03/05/12	M-F 6-630p News	558-630p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				3	\$1,000.00			
		Week: 03/05/12	03/11/12	M-----				1	\$1,000.00			
N 9	WCPO	02/28/12	03/02/12	M-Su 630-7p WNT	628-7p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 02/27/12	03/04/12	-TWTF--				1	\$1,200.00			
N 10	WCPO	02/28/12	03/02/12	Wheel of Fortune	M-F 7-730p		:30			NM	2	\$3,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
287414 /	

Contract Dates	Product	Estimate #
02/28/12 - 03/06/12	Winning Our Future	

Advertiser	Original Date / Revision
Winning Our Future	02/27/12 / 02/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -TWTF-- 2 \$1,500.00												
N 11	WCPO	02/28/12	03/02/12	Jeopardy	M-F 730-8p		:30			NM	2	\$3,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -TWTF-- 2 \$1,700.00												
N 12	WCPO	02/28/12	03/04/12	M-SU 11p Late News	11-1135p		:30			NM	2	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -TWTFSS 2 \$900.00												
N 13	WCPO	03/03/12	03/03/12	SA 5-6am	5-6a		:30			NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -----S- 1 \$75.00												
N 14	WCPO	03/03/12	03/03/12	SA 6-7am	6-7a		:30			NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -----S- 1 \$150.00												
N 15	WCPO	03/03/12	03/03/12	SA GMA 7-8a	7-8a		:30			NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -----S- 1 \$250.00												
N 16	WCPO	03/03/12	03/03/12	SA GMTS 8-9a	8-9a		:30			NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -----S- 1 \$275.00												
N 17	WCPO	03/03/12	03/03/12	SA 6-7p News	558-7p		:30			NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -----S- 1 \$600.00												
N 18	WCPO	03/04/12	03/04/12	SU 6-7am	6-7a		:30			NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -----S 1 \$150.00												
N 19	WCPO	03/04/12	03/04/12	SU GMTS 8-9a	8-9a		:30			NM	1	\$325.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -----S 1 \$325.00												
N 20	WCPO	03/04/12	03/04/12	SU 9-10a	9-10a		:30			NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -----S 1 \$400.00												
Totals											31	\$20,925.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/05/12	31	\$20,925.00	\$17,786.25
Totals	31	\$20,925.00	\$17,786.25

Signature: _____ **Date:** _____

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